

6/15/87

VOLUME AND SHARE SCENARIOS: PHILIP MORRIS VS. R.J. REYNOLDS
SECOND QUARTER 1987

SCENARIOS:

R.J. REYNOLDS MISSES SECOND QUARTER 1986 BY:
- 500M

	Industry Sales	Philip Morris		R.J. Reynolds	
		Sales	Share	Sales	Share
2nd Qtr. 1987	158,520 -0.7%	58,427 +1.9%	36.86 +0.96	50,649 -1.1%	31.95 -0.11
1st Half 1987	274,455 -2.4%	100,715 +0.2%	36.70 +0.95	91,018 -0.6%	33.16 +0.59

R.J. REYNOLDS MISSES SECOND QUARTER 1986 BY:
- 1,000M

	Industry Sales	Philip Morris		R.J. Reynolds	
		Sales	Share	Sales	Share
2nd Qtr. 1987	158,020 -1.1%	58,427 +1.9%	36.97 +1.07	50,149 -2.1%	31.74 -0.32
1st Half 1987	273,955 -2.6%	100,715 +0.2%	36.76 +1.01	90,518 -1.1%	33.04 +0.47

R.J. REYNOLDS MISSES SECOND QUARTER 1986 BY:
- 2,000M

	Industry Sales	Philip Morris		R.J. Reynolds	
		Sales	Share	Sales	Share
2nd Qtr. 1987	157,020 -1.7%	58,427 +1.9%	37.21 +1.31	49,149 -4.0%	31.30 -0.76
1st Half 1987	272,955 -2.9%	100,715 +0.2%	36.90 +1.15	89,518 -2.2%	32.80 +0.23

MOST LIKELY SCENARIO

2nd Qtr. 1987	158,770 -0.6%	58,677 +2.3%	36.96 +1.06	50,649 -1.1%	31.90 -0.16
1st Half 1987	274,705 -2.3%	100,965 +0.5%	36.75 +1.00	91,018 -0.6%	33.13 +0.56

2nd Qtr. 1987	158,270 -0.9%	58,677 +2.3%	37.07 +1.17	50,149 -2.1%	31.69 -0.37
1st Half 1987	274,205 -2.5%	100,965 +0.5%	36.82 +1.07	90,518 -1.1%	33.01 +0.44

2nd Qtr. 1987	157,270 -1.5%	58,677 +2.3%	37.31 +1.41	49,149 -4.0%	31.25 -0.81
1st Half 1987	273,205 -2.8%	100,965 +0.5%	36.96 +1.21	89,518 -2.2%	32.77 +0.20

2nd Qtr. 1987	159,020 -0.4%	58,927 +2.8%	37.06 +1.16	50,649 -1.1%	31.85 -0.21
1st Half 1987	274,955 -2.2%	101,215 +0.7%	36.81 +1.06	91,018 -0.6%	33.10 +0.53

2nd Qtr. 1987	158,520 -0.7%	58,927 +2.8%	37.17 +1.27	50,149 -2.1%	31.64 -0.42
1st Half 1987	274,455 -2.4%	101,215 +0.7%	36.88 +1.13	90,518 -1.1%	32.98 +0.41

2nd Qtr. 1987	157,520 -1.4%	58,927 +2.8%	37.41 +1.51	49,149 -4.0%	31.20 -0.86
1st Half 1987	273,455 -2.7%	101,215 +0.7%	37.01 +1.26	89,518 -2.2%	32.74 +0.17

PHILIP MORRIS EXCEEDS FORECAST BY:
500 Million
750 Million
1.0 Billion

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